



N E W S R E L E A S E

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**'Early Show' coverage of older workers who continue on the job wins Governor's
Excellence in Media Award**

SACRAMENTO – CBS News' "Early Show" was honored today with the Governor's 2005 Excellence in Media Award for "Postponing Retirement," a January, 2004, segment on the trend of workers continuing on the job past 65, some because they cannot afford to retire, others because they want to remain productive.

The award, given annually by the Senior Worker Advocate Office of the state Employment Development Department, was presented today at a luncheon in the Radisson Hotel in Sacramento. The Governor's 2005 Older Worker of the Year and Exemplary Employer Awards and a Lifetime Achievement Award were also presented at the luncheon.

In the CBS broadcast, Deborah Russell of AARP told interviewer Julie Chen that the recent stock market downturn and increasing health care costs have combined to make it more difficult for some workers to retire. Others continue to work because they want to remain active and contribute to the economy.

The broadcast of "Postponing Retirement" was cited for having a positive impact on business, education and the general public. It also reached a wider audience by being posted on the CBSNEWS.com website.

The awards luncheon was supported by a coalition of organizations, including the Employment Development Department, the Department of Aging, AARP, California Chamber of Commerce, California Employer Advisory Council, Forum on Older Workers, Sacramento Employer Advisory Council and the Senior Worker Advocate Council.

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